

ABSTRACT OF THE DISCLOSURE

A system and method for distributing services to a handheld device in a constrained networking environment is disclosed. A service provider (102) creates an advertisement containing information about a service. The advertisement is sent to emitter (108). Emitter (108) transmits the advertisement to a wireless client (112) using a wireless optical signal (142). Client (112) receives optical signal (142) if it is located within a coverage area associated with emitter (108). The advertisement is displayed on client (112) if a user of client (112) has previously expressed an interest in the service.